The New Zealand Traveller

A segmentation of the New Zealand market

New Zealand is Queensland's largest tourist source market. Its proximity to Queensland and high repeat visitation rates of travellers provide significant value to the Queensland tourism industry.

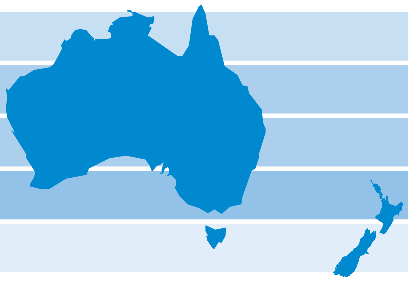
To provide a greater understanding of the New Zealand traveller market, research was commissioned by Tourism Australia (TA) and its partners, including Tourism Queensland (TQ) in October 2009. As part of the research, a segmentation study on the New Zealand traveller market was undertaken, based on consumers' attitudes and motivations toward travel to Australia.

Within the New Zealand market five distinct segments[1] were revealed: Confident Travellers (19%), Independent Explorers (21%), Conservative Planners (21%), Family Travellers (22%) and Visiting Friends & Relatives (18%).

TQ has benefited from this research as it aided the identification and targeting of preferred visitor markets to grow Queensland's tourism expenditure, as part of our Action Plan to 2012.

This document provides an overview of the average New Zealand traveller, followed by the key characteristics that set each of the identified TQ target segments apart from the average traveller in New Zealand.

New Zealand Traveller Segments



19%	Confident Travellers
21%	Independent Explorers
21%	Conservative Planners
22%	Family Travellers
18%	Visiting Friends & Relatives

1 TQ has changed the names of three segments from the original TA study to aid in understanding: Confident Travellers were originally named Sophisticated Travellers; Independent Explorers were Everyday Travellers; and, Conservative Planners were Traditional Travellers.

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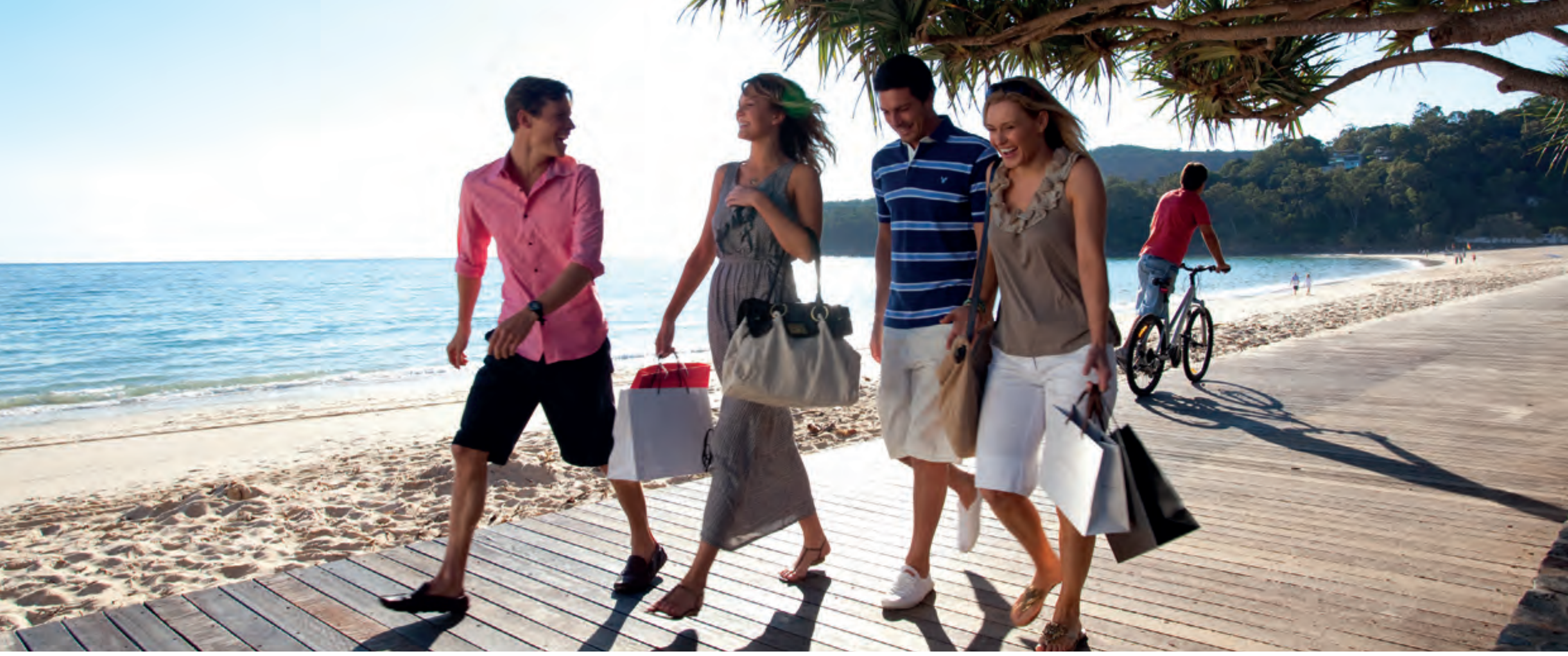


New Zealand Travellers to Australia

New Zealanders travel for the love of it. It is about experiencing something new and a desire to be immersed in another culture. Their inherent cautiousness to travel means that a safe holiday destination is important. Holiday deals are also a key functional driver for them, as they are careful shoppers when it comes to overseas holidays.

They desire both a 'good deal' and to be able to do their own thing while at the destination. They want to know they will be safe on holidays, with the threat of terrorism influencing destination choice. Stepping into the unknown can be appealing; however having a well planned holiday is also important.
Flexibility is key as the spur of the moment experiences are often the most memorable. Family and friends play a large role as both destination recommenders and are also often the reason for travel.

Profile

- Tend to travel for four days to three weeks
- Well priced airfares are important
- Mostly travel with their partner, sometimes unaccompanied or with family group[2]

Trip planning

- The majority start to plan their Australian holidays one to six months in advance
- Generally, travel is booked before they leave home, with over half booking it online themselves
- Flights and accommodation are booked separately by the majority. Still, almost three in ten still use a travel agent in some form

Holiday activities

They will most commonly take these types of holiday in Australia:

- A family resort holiday
- A local lifestyle experience (e.g. shopping, nightlife, locally grown food & wine)
- Fly and flop holiday (mono-destination)
- A short-break holiday (2-3 nights)
- To attend a major event
- Australian beach experience

TQ has identified *Confident Travellers* and *Independent Explorers* as the New Zealand target markets with opportunity for growth. *Conservative Planners* is our established target market.

Family Travellers and *Visiting Friend & Relatives* are also important to Queensland; however our level of influence on their decision to travel is limited. These two segments are information beneficiaries of other activities in the market, especially to *Conservative Planners*, and so will still be indirectly targeted.

Consumers were grouped into segments according to their *attitude* to travel, and although one segment is called Family Travellers, all segments have families within them.

Family Travellers does not comprise of only families with dependents (i.e. less than 25 years old). Just under half of this segment has children; which is only slightly more than Conservative Planners.

The Family Traveller segment tend to be 'followers'; have more restrictions (budget, family), and like to visit family and friends. They are also the least likely segment to have visited Australia, and don't seem to be huge travellers, probably because of their restrictions.

The Visiting Friends & Relatives segment is heavily influenced by family and friends. A visit to Australia is more likely to be triggered by a special family occasion such as a birthday, anniversary or by events. There is more opportunity to influence this segment's decisions once they are at their holiday destination and this is especially important for regional and local tourism organisations. This segment is a secondary beneficiary of any mainstream marketing, including consumer shows, and so would still have exposure to information about holidaying in Queensland. Therefore, Visiting Friends & Relatives was not identified as a key target market for Queensland.

The key characteristics that set each of the three TQ target segments (Conservative Planners, Confident Travellers and Independent Explorers) apart from the average New Zealand traveller are contained in the following profiles.

2 This travel party finding is supported by the International Visitor Survey where the NZ leisure (holiday/VFR) market to Queensland (15 years or over) is dominated by couples who account for 40% of visitors, and unaccompanied travellers representing 37% of visitors. In all, 15% of visitors are families. Including children less than 15 years in the analysis still results in families ranking third in terms of travel party for NZ leisure visitors to Queensland (source: Overseas Arrivals and Departures, Australian Bureau of Statistics) (Year ended Dec 2010).

Conservative Planners

This segment is driven by concern for their safety. They research and plan holidays carefully and are avid readers of articles about the places they are going to visit. Their decision to travel is influenced by the quality of the tourism infrastructure.

Conservative Planners like to see the hero sights. They seek comfort at their destination - both physically and emotionally; they are not looking to push their boundaries. A well-planned holiday that takes into consideration as many eventualities as possible is important. Familiarity, predictability and limited risk is sought. While price is not a key factor, they do appreciate the value and convenience of packages, and value the input of the travel industry.

Profile

- Slightly more likely than the average New Zealander to be 30 to 59 years
- Of the third with dependents, their children tend to be 11 to 14 years, and less likely to be under 6 years
- Frequent travellers to Australia
- Mostly travel as a family group, and less likely to travel unaccompanied
- More likely to have travelled to one major destination for each trip. There is a propensity for repeat visitation from them, and they may be willing to try other destinations they perceive as 'safe'

Trip planning

- They like to plan in advance, any time from 3 months to two years. Planning is part of their experience
- Tend to use information from travel agents/tour operators and often book all of their travel with a travel agent before they leave home

Holiday activities

Visiting Australia to take a family resort holiday is very appealing to Conservative Planners, and so is a visit to the Great Barrier Reef. They would like to take a short break or fly and flop holiday in Australia; one where they can experience the local lifestyle and/or experience Australian beaches.

Confident Travellers

A love of travel is at the heart of the motivations of Confident Travellers and, as a result, they are very assured travellers. They are looking to go beyond a self drive holiday (which many still will do) but aspire to the once in a life time experiences. Major events attract their interest and they want to have spontaneous experiences while travelling along, visiting places no-one else has been to. These experiences all allow for the telling of interesting stories.

Confident Travellers experience few restrictions to travel, with family commitments, or visiting friends unlikely to influence their overseas holiday choice. Confident Travellers desire new experiences however it doesn't have to be a new destination every holiday.

Profile

- More likely than the average New Zealander to be under 30 years old, and less likely to be over 60
- More likely to be single/never married, and slightly less likely to have dependents
- More likely to be male
- Frequent travellers to Australia and overseas
- More likely than the average New Zealand traveller to travel unaccompanied

Trip planning

- Tend to plan their trip to Australia 1 to 3 months in advance
- They are more likely to book their air ticket online and make the rest of their arrangements with a travel agent

Holiday activities

Holidays in Australia for them are more about participating in life, not observing it. They are more likely to take a once in a lifetime uniquely Australian holiday (e.g. the Great Barrier Reef). Their strong interest in events sees them more likely to organise a holiday in Australia around major events for sports, music/concerts and festivals. Short breaks are also attractive to them.

Independent Explorers

Independent Explorers are outward looking and innovative travellers. They dream of an explorer holiday driving outside the main gateways hoping to experience nature and indigenous people. They want to drive themselves and will be avoiding the very touristy areas.

Independent Explorers desire new experiences, where they tend to seek out a new destination every holiday. They prefer to blend with the locals and to immerse themselves into the local culture. Independent Explorers would rather avoid very touristy areas unless there is something specific they want to visit.

Profile

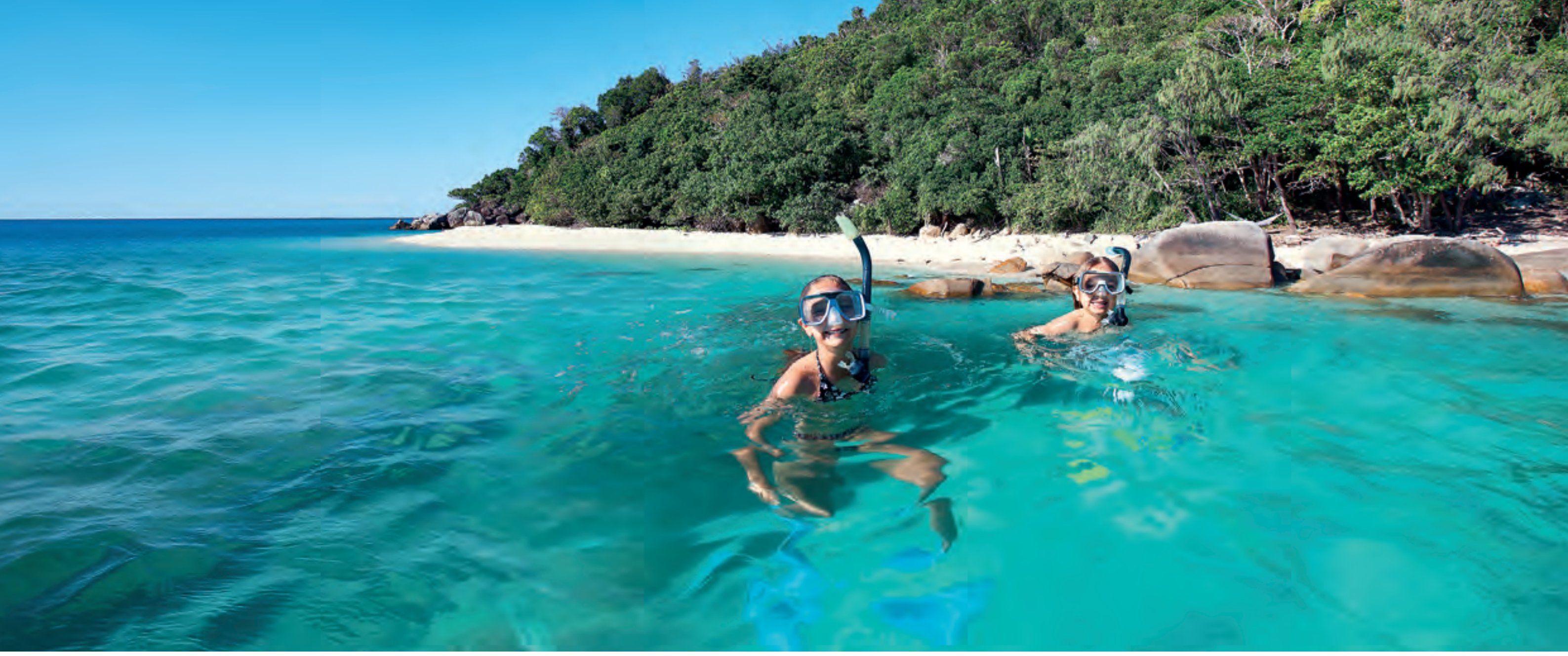
- More likely than the average New Zealander to be over 45 years old.
- Slightly more likely to be married/living as a couple, and less likely to be single/never married
- Of the third that have dependents, their children are more likely to be older (15 to 24 years)
- Frequent travellers to Australia and overseas
- More likely travel as an adult couple, and least likely to travel as a family group

Trip planning

- They like to plan in advance, often 6 to 12 months ahead. Their desire to discover new areas is likely to require more planning
- They are less likely to use information from travel agents/tour operators

Holiday activities

These are the explorers who are more likely to go on a self drive holiday, whether that be staying mostly at the one destination and doing daytrips of up to 200km, or driving more than 200km outside of city centres. Holidays that allow them to experience nature and the Outback are also attractive, as is an experiential holiday that might include spending time with Indigenous people.



What can I do to target these markets effectively?

The following guidelines are applicable across **all three** of the target markets.

1. Ensure your product is suitable for promoting internationally. For more information see Tourism Queensland's international ready program: www.tq.com.au/international
2. Provide consumers the opportunity to create their own itinerary and package inclusions, by offering flexible booking options
3. Become involved in marketing campaigns that have a strong online component such as a dedicated web portal, online game or competition, or a viral element
4. Ensure your product can be found online and consumers can book with you directly or through a third party. Ensure your product is listed on the Australian Tourism Data Warehouse (ATDW). For further information on ATDW, visit www.tq.com.au/atdw
5. Check your website has the ability for consumers to post reviews of their experience with your product. See Tourism Queensland's Tourism E-kit for more information, visit www.tq.com.au/ekit
6. Work with similar operators within your region to promote multiple experiences
7. Encourage reviews and recommendations in editorials, blogs and online forums - these media are more effective than advertisements
8. Offer value-add components in your promotion, such as additional activities or experiences - these can help convert interest into bookings
9. Be careful when offering discounted rates - these consumers will not sacrifice a quality experience based on price alone

Also for **Confident Travellers** and **Independent Explorers**:

10. Demonstrate the variety of activities and experiences of your offering in promotional imagery. Imagery should depict consumers' key needs of feeling inspired, intrepid, inquisitive and enriched. Only small numbers of people should be shown in imagery, to help portray the exclusive and unique nature of your destination and/or product

And for **Conservative Planners**:

11. Demonstrate the variety of activities and experiences of your offering in promotional imagery. Imagery should depict consumers' key needs of feeling safe, familiar, uncomplicated and organised. Icons and key tourist sights along with well developed infrastructure in imagery, to help portray the comfort as well as unique nature of your destination and/or product

What should I avoid?

1. Passive imagery and language (e.g. a lack of activities/energy) in your marketing materials
2. Offering only fully planned, all-inclusive packages and/or structured itineraries to Confident Travellers and Independent Explorers
3. Experiences that appear staged, "touristy" or not authentic to Confident Travellers and Independent Explorers

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